

SOCIAL MEDIA STRATEGIST, CERTIFICATE OF ACHIEVEMENT

Not Financial Aid Eligible

The Social Media Strategist Certificate of Achievement is intended to prepare students for careers in which they will use social media to promote products, individuals, and organizations. Courses emphasize the skills and tools necessary to analyze, create, implement and evaluate social media. A "C" or better is required.

Program Outcome

Students will be able to function effectively in an entry-level social media marketing position using the skills, principles, and tools acquired.

Review Certificate Requirements (<https://catalog.cccd.edu/orange-coast/graduation-requirements/certificates/#achievementtext>).

Course	Title	Units
Required Courses		
MKTG A100	Introduction to Marketing	3
CMST A236	Directed Practice for Social Media Strategist	2
CMST A185 or BUS A185 or FASH A225	Public Relations Public Relations Media, Events, and Promotions	3
ENGL A123	Writing for Social Media	3
CMST A109	Social Media Strategies	3
JOUR A113	Social Media Journalism	3
Total Units		17

Program Sequence

These sequences at Orange Coast College are curriculum maps for students to finish all requirements for the certificate. There may be advisories, prerequisites, or time requirements that students need to consider before following these maps. **Students are advised to meet with an Orange Coast College Counselor for alternate sequencing.**

Course	Title	Units
Year 1		
Semester 1		
CMST A109	Social Media Strategies	3
CMST A185	Public Relations	3
ENGL A123	Writing for Social Media	3
MKTG A100	Introduction to Marketing	3
	Units	12
Semester 2		
CMST A236	Directed Practice for Social Media Strategist	2

Course	Title	Units
JOUR A113	Social Media Journalism	3
	Units	5
	Total Units	17